



# SCIENCE OF QUALIFYING

## Stop Wasting Time on UNQUALIFIED Opportunities

If you or your sales people are closing 25% or less of the proposals you submit, you can be certain you are working **UNQUALIFIED opportunities**. It's one of the primary reasons sales people fail.

What is the key to qualifying? It's **INFORMATION**. The more of it a salesperson gathers, and the higher its quality, the greater the opportunity to earn a prospect's business. This is a bold statement, but we **GUARANTEE** your reps aren't collecting the information they need to fully qualify.

ASK's Science of Qualifying removes any obstacle that stands between a sales person and the information they need to qualify:

- Clearly defines ALL information objectives for the entire process of selling. Your salespeople will know precisely what information to collect every time they meet with a prospect.
- Provides a logical, repeatable business process that allows your people to ask questions and gather information they need to determine exactly how qualified an opportunity is, and precisely what actions need to be taken to win.
- From complete customer profiles (AXIOM BIO Worksheet) to THE FIRST CRM focused on the information required to QUALIFY and BEST SERVE YOUR CUSTOMERS, with built-in on-line learning for continual reinforcement and improvement, ASK provides all the tools necessary to ensure every salesperson manages their prospects and customers effectively.

The results? **HIGHER CLOSING RATIOS AND SALES AT GREATER MARGINS** and the elimination of time wasted on unqualified opportunities!



## **This workshop includes:**

- Developing, stating and controlling meeting objectives
- Understanding customer's business state and gaps
- Using your prospect's true business drivers to position your solution
- Understanding and developing commonalities with your prospect's company
- How a buyer's previous purchase decisions affect future decisions
- Identifying your true competition, both internal and external
- Defining the prospect's "preconceived notions"
- understanding and developing the prospect's buying criteria
- Taking the prospect beyond "needs satisfaction"
- Determining exactly what actions need to be taken to win
- Establishing benchmarks by which your competitors will be judged
- Developing events, decision stages and sales time-lines